



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Choctaw, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	74.0%	Population		15,921	15,954
Rooted Rural	13.5%	Households		6,680	6,781
Southern Satellites	8.0%	Families		4,748	4,773
Simple Living	4.6%	Median Age		40.2	41.7
		Median Household Income		\$28,072	\$30,479

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	44	\$1,186.69	\$7,927,117
Men's	44	\$216.14	\$1,443,823
Women's	41	\$385.00	\$2,571,796
Children's	55	\$225.99	\$1,509,584
Footwear	39	\$186.72	\$1,247,276
Watches & Jewelry	50	\$110.98	\$741,362
Apparel Products and Services ¹	49	\$61.87	\$413,276
Computer			
Computers and Hardware for Home Use	49	\$103.10	\$688,701
Software and Accessories for Home Use	44	\$12.71	\$84,873
Entertainment & Recreation	60	\$2,244.42	\$14,992,744
Fees and Admissions	40	\$248.04	\$1,656,909
Membership Fees for Clubs ²	43	\$72.04	\$481,222
Fees for Participant Sports, excl. Trips	37	\$42.23	\$282,111
Admission to Movie/Theatre/Opera/Ballet	39	\$58.10	\$388,114
Admission to Sporting Events, excl. Trips	44	\$26.60	\$177,717
Fees for Recreational Lessons	38	\$48.70	\$325,322
Dating Services	61	\$0.36	\$2,423
TV/Video/Sound Equipment	56	\$801.20	\$5,352,026
Community Antenna or Cable TV	63	\$461.43	\$3,082,339
Televisions	46	\$136.38	\$910,992
VCRs, Video Cameras, and DVD Players	58	\$19.30	\$128,939
Video Cassettes and DVDs	56	\$36.48	\$243,679
Video Game Hardware and Software	54	\$19.28	\$128,759
Satellite Dishes	78	\$0.87	\$5,794
Rental of Video Cassettes and DVDs	55	\$27.81	\$185,776
Streaming/Downloaded Video	32	\$0.26	\$1,741
Sound Equipment ³	45	\$96.34	\$643,543
Rental and Repair of TV/Radio/Sound Equipment	52	\$3.06	\$20,464
Pets	75	\$330.89	\$2,210,361
Toys and Games	60	\$89.20	\$595,881
Recreational Vehicles and Fees ⁴	96	\$420.56	\$2,809,371
Sports/Recreation/Exercise Equipment ⁵	58	\$126.28	\$843,582
Photo Equipment and Supplies ⁶	58	\$74.27	\$496,155
Reading ⁷	54	\$153.96	\$1,028,459
Food	58	\$4,837.53	\$32,314,681
Food at Home	60	\$2,938.76	\$19,630,899
Bakery and Cereal Products	61	\$411.04	\$2,745,765
Meat, Poultry, Fish, and Eggs	61	\$752.57	\$5,027,155
Dairy Products	61	\$338.45	\$2,260,827
Fruit and Vegetables	54	\$450.28	\$3,007,898
Snacks and Other Food at Home ⁸	62	\$986.42	\$6,589,254
Food Away from Home	55	\$1,898.77	\$12,683,782
Alcoholic Beverages	45	\$266.28	\$1,778,721
Nonalcoholic Beverages at Home	65	\$286.89	\$1,916,404



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	29	\$296.03	\$1,977,496
Vehicle Loans	70	\$4,078.97	\$27,247,530
Health			
Nonprescription Drugs	76	\$85.92	\$573,951
Prescription Drugs	75	\$428.11	\$2,859,781
Eyeglasses and Contact Lenses	65	\$50.07	\$334,436
Home			
Mortgage Payment and Basics ⁹	47	\$4,326.77	\$28,902,797
Maintenance and Remodeling Services	47	\$972.89	\$6,498,892
Maintenance and Remodeling Materials ¹⁰	80	\$332.14	\$2,218,705
Utilities, Fuel, and Public Services	65	\$2,973.53	\$19,863,157
Household Furnishings and Equipment			
Household Textiles ¹¹	53	\$73.53	\$491,147
Furniture	45	\$295.32	\$1,972,750
Floor Coverings	49	\$47.02	\$314,090
Major Appliances ¹²	65	\$195.08	\$1,303,149
Housewares ¹³	49	\$46.63	\$311,495
Small Appliances	62	\$21.79	\$145,552
Luggage	39	\$3.90	\$26,021
Telephones and Accessories	46	\$19.78	\$132,112
Household Operations			
Child Care	41	\$168.70	\$1,126,938
Lawn and Garden ¹⁴	65	\$274.22	\$1,831,805
Moving/Storage/Freight Express	51	\$26.81	\$179,116
Housekeeping Supplies ¹⁵	63	\$482.96	\$3,226,140
Insurance			
Owners and Renters Insurance	68	\$332.51	\$2,221,147
Vehicle Insurance	61	\$859.27	\$5,739,908
Life/Other Insurance	65	\$373.96	\$2,498,023
Health Insurance	67	\$1,357.90	\$9,070,799
Personal Care Products ¹⁶	57	\$249.16	\$1,664,405
School Books and Supplies ¹⁷	47	\$55.13	\$368,283
Smoking Products	80	\$359.97	\$2,404,575
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	66	\$3,406.48	\$22,755,294
Gasoline and Motor Oil	71	\$1,799.21	\$12,018,751
Vehicle Maintenance and Repairs	60	\$590.70	\$3,945,909
Travel			
Airline Fares	39	\$162.47	\$1,085,304
Lodging on Trips	50	\$214.02	\$1,429,665
Auto/Truck/Van Rental on Trips	36	\$13.90	\$92,842
Food and Drink on Trips	51	\$239.47	\$1,599,630

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.